

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Grant of Security Interest		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Norwood Promotional Products, Inc.		06/15/2005	CORPORATION: DELAWARE
Norwood Operating Company, LLC		06/15/2005	Limited Liability Company:
Renaissance Publishing Company, LLC		06/15/2005	Limited Liability Company:
Advertising Unlimited, LLC		06/15/2005	Limited Liability Company:
The McCleery-Cumming Company, LLC		06/15/2005	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	The Bank of New York		
Street Address:	600 East Las Colinas Blvd., Suite 1300		
City:	Irving		
State/Country:	TEXAS		
Postal Code:	75039		
Entity Type:	Banking Institution:		
PROPERTY NUMBERS Total: 34			
Property Type	Number	Word Mark	
Serial Number:	75095280	ADVERTISING UNLIMITED	
Serial Number:	75386453	WASHBURN LABORATORIES	
Serial Number:	73286492	THE TRIUMPH LINE	
Serial Number:	75083554	RITEPOINT	
Serial Number:	75095231	ADVERTISING UNLIMITED	
Serial Number:	75367113	A W	
Serial Number:	73701558	STYLE-RITE	
Serial Number:	73625707	DESIGNER LINE	
Serial Number:	73671656	THE ACTION LINE	

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TRADEMARK
REEL: 003115 FRAME: 0755

Serial Number:	74455800	GOLFERS 911
Serial Number:	72379914	AIR TEX
Serial Number:	73575443	BARLOW
Serial Number:	75039339	BTS
Serial Number:	75546076	LOGO-DOME
Serial Number:	78069234	WHEN IMAGE IS EVERYTHING
Serial Number:	73622359	SUPRA
Serial Number:	74717854	TRI-AD PLUS
Serial Number:	74342806	AUI
Serial Number:	74280207	PILLOWLINE
Serial Number:	74712963	SENTRY PACK
Serial Number:	75056027	STYLE-RITE
Serial Number:	73689448	KOOZIE KUP
Serial Number:	76473222	ECON-O-LINE
Serial Number:	75871567	HEMISPHERE
Serial Number:	76514525	NORWOOD
Serial Number:	76573657	KOOZIE
Serial Number:	76533406	SENTRY SAFETY
Serial Number:	76533403	SENTRY SAFETY
Serial Number:	76543819	SYMPHONY DIARIES
Serial Number:	76543600	GOOD VALUE CALENDARS
Serial Number:	76425997	MOOD METERS
Serial Number:	78526459	TEE OFF
Serial Number:	76542625	CUBE-PAD
Serial Number:	78526464	BALM ARGENTA

CORRESPONDENCE DATA

Fax Number: (212)836-6506
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-836-7091
 Email: lbernstein@kayescholer.com
 Correspondent Name: Lauren M. Bernstein, Esq.
 Address Line 1: 425 Park Avenue
 Address Line 2: c/o Kaye Scholer LLP
 Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:	Johanne R. Remy
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Signature:

/s/ Johanne R. Remy

Date:

07/01/2005

Total Attachments: 6

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GRANT OF SECURITY INTEREST IN TRADEMARKS

GRANT OF SECURITY INTEREST IN TRADEMARKS, dated as of June 15, 2005, from **NORWOOD PROMOTIONAL PRODUCTS, INC.**, a Delaware corporation ("**NPPI**"), each of the direct and indirect subsidiaries of NPPI (collectively the "**Grantors**"), to **THE BANK OF NEW YORK**, as Administrative Agent for the lenders or other financial institutions or entities party, as lenders, to that certain Second Amended and Restated Security Agreement ("**Security Agreement**") dated August 16, 2004 (the "**Grantee**").

WHEREAS, the Grantee is the successor Administrative Agent to U.S. Bank National which was the successor Administrative Agent to Bank of America, N.A. which was the successor Administrative Agent to NationsBank, N.A.;

WHEREAS, Grantors are the owners of all right, title and interest in, to and under the trademark property, trademark registrations and pending applications for registration set forth on Schedule A attached hereto (the "**Marks**");

WHEREAS, Grantee desires to acquire a security interest in, and lien on, all of Grantors' right, title and interest in and to the Marks; and

WHEREAS, Grantors are willing to grant to Grantee a security interest in and lien upon the Marks.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, and subject to the terms and conditions of the Security Agreement, Grantors hereby grant to Grantee a first security interest in, and a lien upon, all of Grantors' right, title and interest in, to and under the Marks, including, without limitation, all certificates of registration thereof, supplemental registrations thereof or acquired in the future, and including, but not limited to, all ownership, treaty and convention, moral, attribution and/or integrity rights associated therewith, all renewals and extensions thereof, the right to recover for all past, present and future infringements thereof, and all other rights of any kind whatsoever accruing thereunder or pertaining thereto.

This Grant of Security Interest in Trademarks is made to secure the satisfactory performance and payment of all the Secured Obligations (as such term is defined in the Security Agreement) of the Grantors.

This Grant of Security Interest in Trademarks has been granted in conjunction with the security interest granted to Grantee under the Security Agreement. The rights and remedies of the Grantee with respect to the security interest granted herein are without prejudice to, and are in addition to those set forth in the Security Agreement, all terms and provisions of which are incorporated herein by reference. If any provisions of this Grant of Security Interest in Trademarks are deemed to conflict with the Security Agreement, the provisions of the Security Agreement shall govern.

IN WITNESS WHEREOF, the undersigned have caused this Grant of Security Interest in Trademarks to be duly executed and delivered as of the day and year first above written.

GRANTORS:

**NORWOOD PROMOTIONAL PRODUCTS, INC.
NORWOOD OPERATING COMPANY, LLC
RENAISSANCE PUBLISHING COMPANY, LLC
ADVERTISING UNLIMITED, LLC
THE MCCLEERY-CUMMING COMPANY, LLC**

By: _____

Name: *Kathleen R. Buonis*

Title: *VP + General Counsel*

Schedule A

TRADEMARKS

OWNER	MARK	REGISTRATION NO.	APPLICATION NO.
Norwood Operating Company	ADVERTISING UNLIMITED	2240955	75095280
Norwood Operating Company	WASHBURN LABORATORIES	2208965	75386453
Norwood Operating Company	THE TRIUMPH LINE	1209674	73286492
Norwood Operating Company	RITEPOINT	2098870	75083554
Norwood Operating Company	ADVERTISING UNLIMITED	2333457	75095231
Norwood Operating Company	A W & DESIGN	2198368	75367113
Norwood Operating Company	STYLE-RITE	1522588	73701558
Norwood Operating Company	DESIGNER LINE	1441604	73625707
Norwood Operating Company	THE ACTION LINE	1574781	73671656
Norwood Operating Company	GOLFERS 911	1975196	74455800
Norwood Operating Company	AIR TEX	1003874	72379914
Norwood Operating Company	BARLOW	1502777	73575443
Norwood Operating Company	BTS	2036881	75039339
Norwood Operating Company	LOGO-DOME	2423824	75546076
Norwood Operating Company	WHEN IMAGE IS EVERYTHING	2538411	78/069234

OWNER	MARK	REGISTRATION NO.	APPLICATION NO.
Norwood Operating Company	SUPRA	1465391	73622359
Norwood Operating Company	TRI-AD-PLUS	2047162	74717854
Norwood Operating Company	AUI	2006473	74342806
Norwood Operating Company	PILLOWLINE	1754165	74280207
Norwood Operating Company	SENTRY PACK & DESIGN	1987179	74712963
Norwood Operating Company	STYLE-RITE	2028873	75056027
Norwood Operating Company	KOOZIE KUP (STYLIZED)	1489383	73/689448
Norwood Operating Company	ECON-O-LINE		76473222
Norwood Operating Company	HEMISPHERE	2505415	75871567
Norwood Operating Company	NORWOOD	2,894,578	76514525
Norwood Operating Company	ACTION LINE (Canada)	TMA339029	584733
Norwood Operating Company	ACTION LINE (Canada)	TMA342226	588190
Norwood Promotional Products, Inc.	NORWOOD (Madrid Application)	820262	Z1230067
Norwood Promotional Products, Inc.	NORWOOD (Brazil)		826059112
Norwood Promotional Products, Inc.	KOOZIE (Canada)		1217362
Norwood Promotional Products, Inc.	NORWOOD (India)		1249659

OWNER	MARK	REGISTRATION NO.	APPLICATION NO.
Norwood Promotional Products, Inc.	NORWOOD (Mexico)		629661
Norwood Promotional Products, Inc.	NORWOOD (Panama)		131781-01
Norwood Promotional Products, Inc.	NORWOOD (Canada)		1196021
Norwood Promotional Products, Inc.	NORWOOD (Philippines)		4-2003-0010461
Norwood Promotional Products, Inc.	NORWOOD (Taiwan)		92065654
Norwood Promotional Products, Inc.	NORWOOD (Australia)		820262
Norwood Promotional Products, Inc.	KOOZIE (Mexico)		0110077
Norwood Operating Company	KOOZIE		76573657
Norwood Operating Company	SENTRY SAFETY		76533406
Norwood Operating Company	SENTRY SAFETY		76/533403
Norwood Operating Company	SYMPHONY DIARIES		76543819
Norwood Operating Company	GOOD VALUE		76543600
Norwood Operating Company	MOOD METERS		76425997
Norwood Operating Company	TEE OFF		78/526459

OWNER	MARK	REGISTRATION NO.	APPLICATION NO.
Norwood Operating Company	CUBE-PAD		FEDERAL APPLICATION FILING PENDING (Former federal trademark registration, lapsed, to be refiled as federal application for registration 01/05/2005) 76542625
Norwood Operating Company	BALM ARGENTA		78/526464